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February 3, 1995

G. P. Mitchell	F. E. Cook	P. J. Gillotty
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F. J. Iaconetti	R. R. Steele	R. J. Westenberger
K. L. Myers Jr.	D. G. Dillard	B. K. Pearson
E. A. Toulan	J. J. Kerigan, Jr.	C. A. Crouch

Subject: Jamesway Corporation (0937-00-00)
Merchandising Change- Self-Service Carton Stores

Below are details regarding the merchandising change which will take place in self-service stores during late February.

Please note that some changes have been made since my letter of December 28.

- ➡ **Timing:** Week beginning February 20 through March 10, 1995.
Stores # 109 Newton, 45 Sussex (Div 1226), # 55 Ocean View (Div. 1334), # 103 Allentown, # 143 Trexlertown (Div. 1332)
are slated for remodeling and must be completed prior to March 1.
- ➡ **Shipment of Merchandising Components** The following will be shipped to each store to arrive the week of February 13:
- ① Special kit to convert 3' front of carton merchandiser from cartons to packs. Kit includes promo insert.
 - ② Retrofit kit for entire carton merchandiser (3x6), to include new single carton access security doors.
 - ③ Complete letter of instructions to Store Manager's attention. Also included will be special brand ID strips for all companies (except RJR) and an accompanying planogram. These strips should be placed on competitive companies shelves at the time of installation. This will eliminate any store confusion during the time period between installation and our competitors contacting stores to label their individual brands. These strips should be affixed with scotch tape.

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➔ **Field Sales Accountability**

- ① Contact Jamesway Store to determine installation date/time, and determine if all pieces have arrived.
- ② Handle complete installation as outlined in my letter of December 28.

Important: Please notify your installation people that due to the age of the Flex units in this chain that it will necessary to notch the front bottom corners of the promo tray approximately 1/2" to make it fit properly.

- ③ Place competitive brand ID strips on carton shelving prior to transferring cartons.
- ④ Remove all packing cartons and leftover pieces to back store area designated for trash.
- ⑤ Prior to leaving store check with Manager to ensure that job has been completed.
- ⑥ Jamesway has requested that each of their cigarette suppliers have a sales representative present at the time of installation. If a supplier representative is not present, have the store call the supplier as notification that the job has been completed. Suppliers have agreed to handle pack and carton overstock.

➔ **Cigarette Supplier Accountability**

- ① Have a Sales Representative in attendance for the installation.
- ② Contact Philip Morris, B&W, Lorillard, and Liggett to notify them regarding labeling their designated carton space.

➔ **Jamesway Store Accountability**

- ① Downsize cigarette inventory prior to installation date to accommodate reduced space.
- ② Give RJR full cooperation I.E. closing affected checkout areas, handling overstock of cartons and packs.
- ③ Ensure that date and time of installation will not interfere with store sales.

The following will be mailed to your offices the week of February 6:

- > Carton Merchandiser planogram by brand.
- > 3' Package Merchandiser Brand ID tags. These should be placed on the face of the *push bar* of each springfed cartridge. Planograms were mailed in my correspondence of December 28.

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If you have any questions pertaining to this merchandising change please call me immediately.

In advance, thank you for your valued assistance.

Best Regards,

Nick

G. N. Kuruc, Jr.

Gk/fr

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